A small revolution in personal computers.

Macintosh PowerBook

Apple Computer

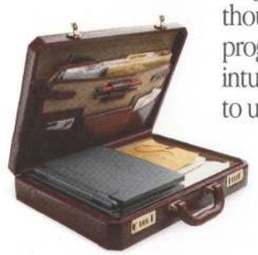
The most personal computers ever.

They're portable—small and light enough to take anywhere, so you can work whenever you want. They're easy to use—designed so that you can focus on your work, not on your computer. They're powerful—so they can run the same software programs as standard desktop computers. And they're easy to connect to other computers—so you can use one in the office as easily as on the road.

They're the Macintosh™ PowerBook™ personal computers from Apple—three models that give you a choice of features and performance. Keep one by your side, and you'll never have to put an idea on hold again.

Thanks to the design of Apple Macintosh desktop personal computers, PowerBook computers can help you in ways that no other computer can match.

For example, instead of confusing computer commands, you operate a Macintosh by using common words and familiar images. And you can choose from thousands of Macintosh software programs that all work in the same, intuitive way. So once you've learned to use one program, you'll have the knowledge and the confidence to try another, and another.



Combine this with the advances of the latest Macintosh system software, and the capabilities of the PowerBook computers are unbeatable. They come with built-in networking and file-sharing capabilities, so that when you get back to the office, you can easily update any computer on your network—including the one on your desk. And with our new AppleTalk® Remote Access software,† you can have full access to your office network and desktop systems from anywhere there is a telephone.

While other personal computers may let you use a graphical interface, they simply can't match the ease-of-use and consistency across software programs that Macintosh provides. That's why MIS directors rated Macintosh users 15 percent more productive than people using computers other systems.*

So before you choose a notebook computer, consider the advantages that come standard with every Macintosh PowerBook.

† *Available in early 1992.*
* *Source: a study by Diagnostic Research, Inc. (1991).*

A computer that speaks your language.
Instead of complicated MS-DOS® commands, such as COPY C:\WORDPROC\DRAFT.DOC A:\WORK, Macintosh uses familiar words that are easy to understand and use—such as Open, Save, and Print.

Recognise these images? If so, you can use a Macintosh.
The images, or icons you see on a Macintosh screen look like everyday objects you already use. The report you write is represented by an icon that looks like a report. The place you store your report has an icon that looks like a file folder. And you use an icon that looks like a wastebasket to throw away files you no longer want.

Macintosh PowerBook

"We get the customer involved while the product is being designed, instead of waiting until after the product has been released."

"At Apple, we use a process called 'user-aided design' to help us develop new products. This process allows us to make critical design changes to the product as it's being developed. In fact, we made several changes to the PowerBook computers based on feedback from users.

"For example, during user testing, people often pressed the upper trackball button when attempting to press the space bar. To eliminate this problem, we incorporated a small ridge between the space bar and the trackball buttons, so users can differentiate between the two.

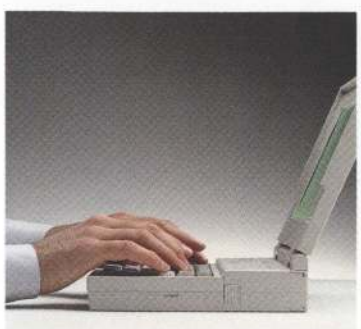
"Users also expressed a preference for typing on an inclined surface. So we installed Flip Feet on the PowerBook computer, creating a keyboard angle similar to that of a standard desktop keyboard."

Tom Gomoll, Manager, User-Aided Design
Apple Computer, Inc.

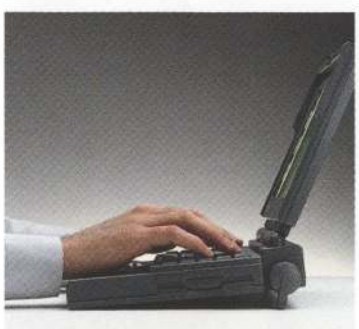
The PowerBook display can be adjusted to eliminate glare and provide maximum clarity.

The Flip Feet place the PowerBook keyboard at the same incline as a standard desktop keyboard.

The Apple StyleWriter™ is a low-cost, laser-quality printer. Its compact, lightweight design makes it easy to take with you.



When working with other notebook computers, especially in cramped quarters, users have nowhere to rest their hands, so typing can be tiring and even painful.



The PowerBook computers provide a built-in palm rest and an inclined keyboard, which help to reduce stress on wrists.

We've mastered the art of packing.

Designing a small computer is something like packing a small suitcase for a long holiday. The same common sense advice applies: "If it isn't absolutely necessary, don't bring it along."

But how do you decide what's absolutely necessary when you're designing a small Macintosh? Certainly it has to be powerful. It has to be easy to use. And it has to be able to run the thousands of available Macintosh programs. So what do you leave out?

The truth is, we couldn't bring ourselves to leave out anything.

Consequently, every Macintosh PowerBook computer comes with a full-page-width display, that's easy to read; a standard-size keyboard; a built-in trackball; built-in networking capabilities; a SCSI port for connecting standard Macintosh peripherals; at least 2 megabytes of memory; and a 20 or 40 megabyte hard disk. Yet a Macintosh PowerBook can weigh as little as 5.1 pounds.

Backlit active-matrix or supertwist display

Speaker

Standard-size keyboard

Dual-button trackball

Palm rest

The PowerBook computers come with a 20 or 40 megabyte internal hard disk.

When your PowerBook is connected to an AppleTalk network, you can easily share files with other computers. Here the hard disk of the Macintosh IIci on the right shows up as an icon on the PowerBook screen.

Double-click an alias icon to launch a document stored elsewhere—even on a file server.

Brightness-control slide bar

The Apple SuperDrive™ floppy disk drive works not only with Macintosh disks, but also with MS-DOS and OS/2™ disks created on IBM® and IBM-compatible computers.

Designed for comfort and speed.

Apple Macintosh PowerBook computers are ergonomically designed to let you work comfortably and naturally. For example, the palm rest at the base of the keyboard provides a place to rest your hands, reducing the stress on the wrists that comes from working on other small computers.

Apple has even solved the riddle, "Where do you put a mouse in a small computer?" The answer: right in the middle. We replaced the mouse with a centred trackball that works for left-handers as well as right-handers. And you can use it without taking your fingers off the keyboard. Compare this integrated design with that of other small computers, which typically don't even come with a mouse.

PowerBook key (actual size)

Standard Macintosh key (actual size)

Every Macintosh PowerBook also includes features that provide access for people with disabilities. For example, CloseView magnifies a section of the screen, and Easy Access lets people use the keyboard to move the cursor.

There are products available from other companies that allow you to charge a PowerBook battery from a wheelchair battery, and special attachments that mount a PowerBook to a wheelchair tray.

Easy Access

Meanwhile, back at the office...

It's one thing to be able to take work home from the office or out on the road. Any portable computer will let you do that. But no ordinary computer can match the way a Macintosh PowerBook makes it easy for you to bring your work back and share it with your colleagues, or to update the files on your desktop computer. You can also print documents on networked printers, send and receive electronic mail, and share information with both Macintosh computers and MS-DOS systems.

That's because every Macintosh PowerBook offers the power and simplicity of our approach to networking. Just plug in a LocalTalk™ cable, and your PowerBook is connected with a desktop Macintosh, ready to work as part of a tightly integrated team.

There's no need for extra linking hardware or software. File sharing is already built in. So you can use either computer to access files stored on the other. We also make it possible to create a special kind of icon called an "alias," which can represent a file or folder that is stored on another computer, or even on a file server. Using an alias icon can save time and steps in moving information from one computer to another.

Whether your desk is a fold-down tray on a plane, a crowded kitchen table, or your lap, the PowerBook computer's centred trackball allows you to work efficiently.

You can manoeuvre the cursor without taking your fingers off the keyboard, and dual buttons let you work in the manner that's most comfortable.

And many software programs support "publish and subscribe", a feature of System 7 that lets you update documents automatically, even across a network. When information changes on one computer, the changes automatically appear on the other the next time you link them together. So you can make changes to a document and be confident that everyone who needs the new information gets the new information.

With other notebook computers, connecting to a network requires special software and hardware. You'll also have to buy a networking adaptor, which needs its own electrical outlet. The result won't be nearly as convenient, or provide nearly as many features, as a Macintosh PowerBook.

How to be in two places at once.

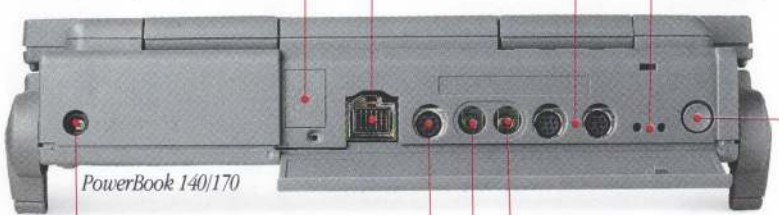
Every Macintosh PowerBook computer can use AppleTalk Remote Access software, which—along with the optional modem and a telephone—lets you connect to an AppleTalk network from just about anywhere. All you have to do is type in your name, password, and the phone number of the Macintosh you want to connect with. You'll be connected to the network immediately, just as though you were working in your office.

Print to a fax machine.

The Macintosh PowerBook Fax/Data Modem lets you fax any document from your PowerBook computer to any fax machine—as easily as if you were printing the document on a printer at your desk. Just select Fax in the Macintosh Chooser, type in the fax number, and choose the Print command; the fax is on its way.

When it arrives, your fax will look astonishingly good—the text and graphics will be smooth and sharp. That's because fax documents sent directly from the PowerBook don't have to be scanned.

The quality of documents faxed from a Macintosh PowerBook is so good in fact, that you can use fax machines as printers while you're on the road. Just type in the number for the fax machine at your hotel, at your client's office, or wherever you are.



The SCSI port allows you to connect one or more peripherals, such as a scanner, a CD-ROM drive, a printer, and an external hard disk drive.

The modem port connects via a line adaptor to a telephone point (the kind used by most home and office phones), giving you instant access to any telephone line.

Two serial ports let you connect an external modem, a printer, or a LocalTalk cable (for access to an AppleTalk network).

Reset/interrupt buttons

On/off button

PowerBook 140/170

The Apple Desktop Bus™ (ADB) port lets you connect one or more input devices, including a numeric keypad, a mouse, a graphics tablet, and an Apple keyboard.

A sound-output port lets you connect headphones or speakers.

A sound-input port lets you connect a microphone to add sound and voice notes to your work.

The power port connects to the power adaptor/battery recharger included with every PowerBook.

The battery recharger/power adaptor lets you work from any standard electrical outlet in any country. All you need is a simple plug adaptor; you won't need a separate transformer.

Macintosh PowerBook 100	Macintosh PowerBook 140	Macintosh PowerBook 170
The Apple Macintosh PowerBook 100 computer is the most affordable member of our new PowerBook family. It offers virtually everything you've come to expect in a Macintosh computer: It's easy to use, runs thousands of Macintosh software programs, and can easily be connected to peripherals and networks.	The Apple Macintosh PowerBook 140 offers the performance of a desktop computer in a portable design. It's easy to use, can run thousands of Macintosh software programs, and can be easily connected to a network. Its 68030 processor makes it a powerful system that's perfect for anyone who wants the advantages of a Macintosh while on the road.	The Apple Macintosh PowerBook 170 is the highest-performance PowerBook computer. It competes with 80386-based systems in terms of speed and performance, while maintaining the convenience of a portable design. It also has a built-in mathematics co-processor to handle advanced computational tasks more quickly.

Processor	16-MHz 68000	16-MHz 68030	25-MHz 68030; 68882 mathematics co-processor
Memory	2MB of RAM, expandable to 8MB: —2MB on the logic board —Expansion slot supports a 2MB, 4MB, or 6MB card (6MB card available from other companies)	2MB of RAM, expandable to 8MB: —2MB on the logic board —Expansion slot supports a 2MB, 4MB, or 6MB card (6MB card available from other companies)	4MB of RAM, expandable to 8MB: —2MB on the logic board and 2MB on a card —Card can be replaced with a 4MB or 6MB card (6MB card available from other companies)
Disk storage	External Apple SuperDrive 20MB internal hard disk drive	Internal Apple SuperDrive 20MB or 40MB internal hard disk drive	Internal Apple SuperDrive 40MB internal hard disk drive
Networking	AppleTalk	AppleTalk	AppleTalk
Display capabilities	Built-in 9-inch (diagonal) backlit supertwist LCD; 640 by 400 pixels (supports larger desktop displays using third-party products)	Built-in 10-inch (diagonal) backlit supertwist LCD; 640 by 400 pixels (supports larger desktop displays using third-party products)	Built-in 10-inch (diagonal) backlit active-matrix LCD; 640 by 400 pixels (supports larger displays using third-party products)
Expansion capabilities	Two slots: one for a modem, one for RAM; supports up to seven SCSI devices	Two slots: one for a modem, one for RAM; supports up to seven SCSI devices	Two slots: one for a modem, one for RAM; supports up to seven SCSI devices
Ports	Serial port, SCSI port, ADB port, floppy disk drive port; optional SCSI disk adaptor and system cable allow direct SCSI connection to another Macintosh	Two serial ports, SCSI port, ADB port	Two serial ports, SCSI port, ADB port
Sound	Output port	Input port, output port	Input port, output port
Internal modem	Optional	Optional	Available with a built-in fax/data modem
Battery	Sealed lead-acid; average life 2.5 to 4 hours; dual purpose power adaptor/battery recharger included	Nickel-cadmium; average life 2.5 to 3 hours; dual purpose power adaptor/battery recharger included	Nickel-cadmium; average life 2.5 to 3 hours; dual purpose power adaptor/battery recharger included
Size	8.5 by 11.0 by 1.8 inches (21.6 by 27.9 by 4.6 cm)	9.3 by 11.25 by 2.25 inches (23.6 by 28.6 by 5.7 cm)	9.3 by 11.25 by 2.25 inches (23.6 by 28.6 by 5.7 cm)
Weight	5.1 pounds (2.3 kg)	6.8 pounds (3.1 kg)	6.8 pounds (3.1 kg)

Fortunately, getting a Macintosh PowerBook is as easy as using one. If you qualify, an Apple Credit card can get you Apple products the very same day you apply. Apple Computer are licensed credit brokers.

Or, if you want to conserve your working capital, then you have the option of leasing with Apple Commercial Credit.

There are more than 180 Apple Authorised Dealers around the country who will be happy to show you the entire range of Apple Macintosh personal computers and allow you to try out any of the systems. Your local Apple Authorised Dealer can help you identify your exact needs and suggest the right Apple Macintosh and software for you.

All of our dealers have had to reach the highest standard of competence before being awarded the authorised classification.

Every Apple Authorised Dealer and AppleCentre℠ has access to full service and support facilities to help you gain the greatest benefits from your Apple Macintosh.

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